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Quickens Hemoglobin Response to Iron Therapy

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Thiamine Hydrochlorid Riboflavin Nicotinamide

Pantothenic Acid Vitamin B₆ (pyridot Alcohol

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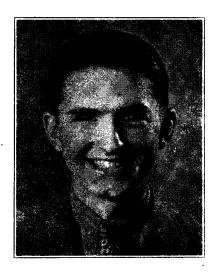
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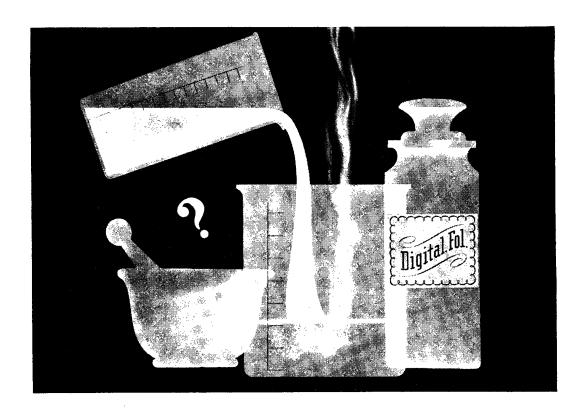
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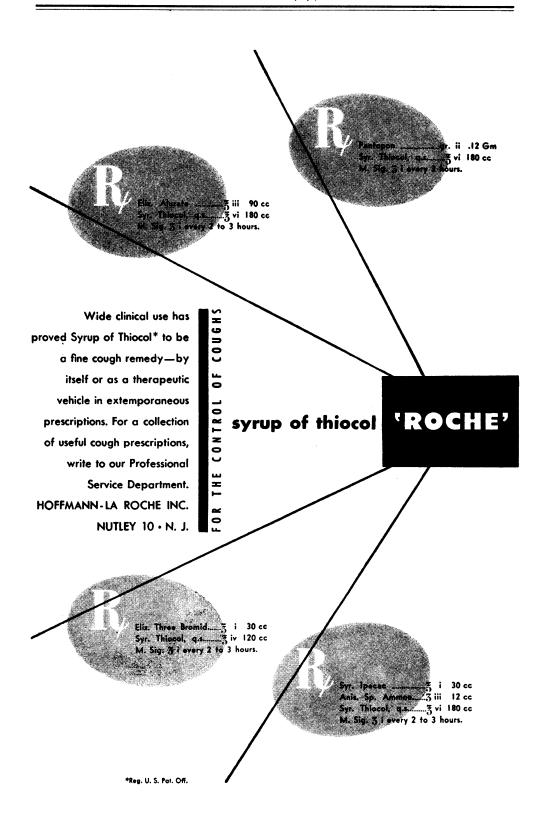


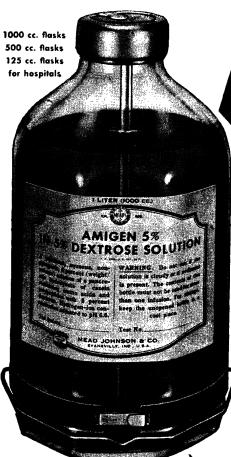
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MAY 5 TO 10



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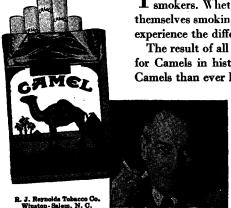
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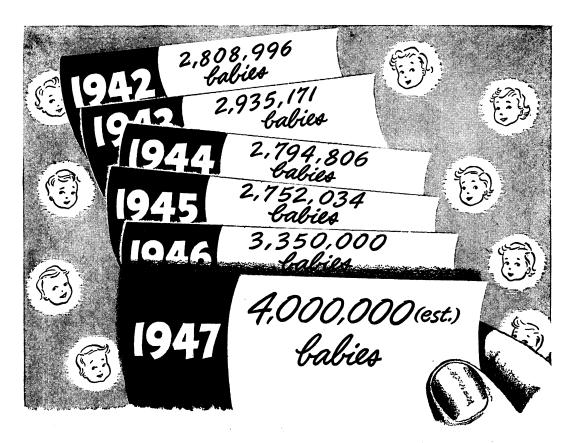
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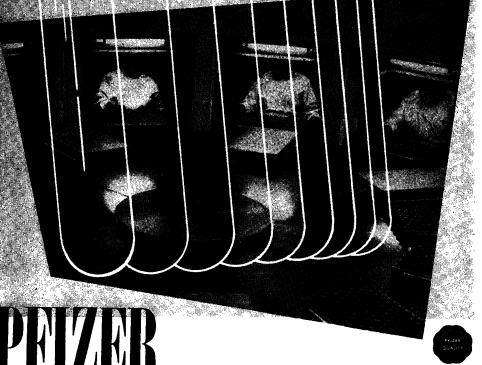
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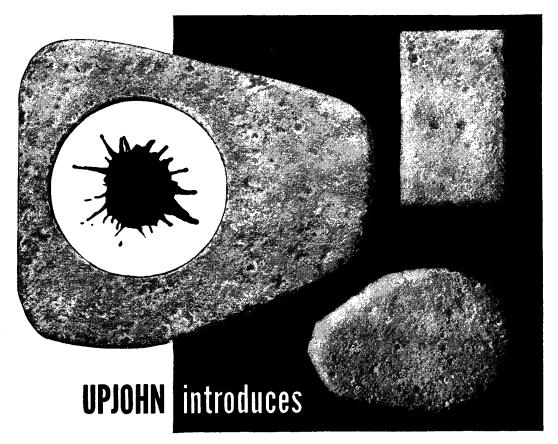
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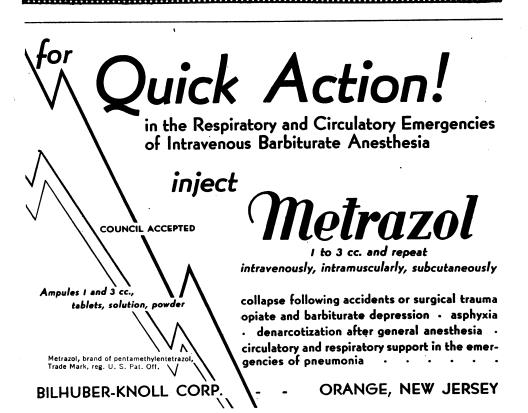


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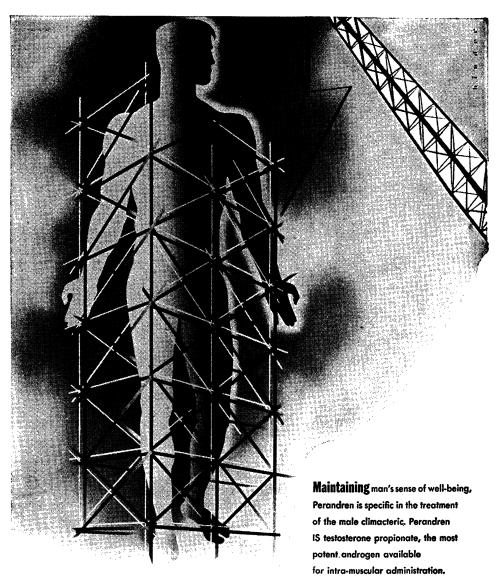
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REFERENCES: A Plea for the Prevention of Bronchiectasis—Karl Kornblum, Am. J. Roentgenol. 51:292 (March) 1944. The Diagnosis of Bronchiectasis in Young Adults—Capt. W. A. Evans, Jr., and Capt. L. J. Galinsky, M. C., A. U. S., Am. J. Roentgenol. 51:537 (May) 1944. The Diagnosis of Bronchiectasis; Clinical and Roentgenological Observations—Maj. M. H. Joress, and S. A. Robins, Dis. of Chest 10:489 (Nov.-Dec.) 1944.



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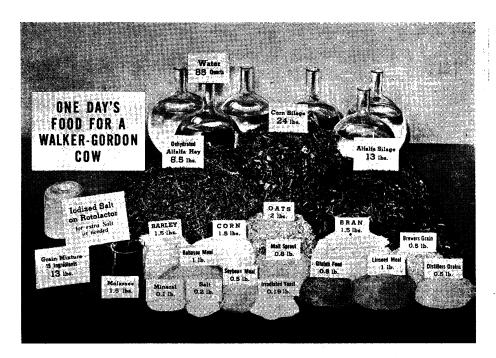
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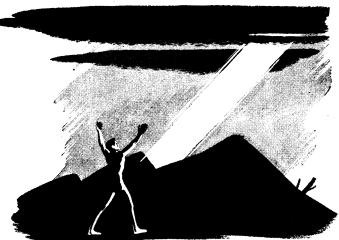
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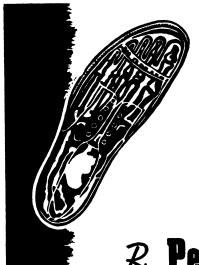
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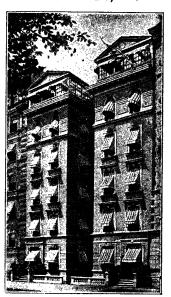
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We regard alcoholism and the varied drug habits, including barbiturism, as both physiological and psychological sicknesses. Our treatment is a hospital procedure which eliminates craving by a method of detoxication and quickly restores normal body functions. Following this our psychological approach to the problem has proven most successful.

We have perfected the treatment of drug addiction over a period of forty years. It is now generally accepted as standard. It is completed within a definite period, at a fixed charge, and entails a minimum of discomfort. The patient is assured of absolute privacy.

Our advertisement also appears in the A.M.A. Journal,

Pamphlets on drug and alcoholic addiction and "Symposium of Medical Opinion" on request SCHUYLER 4-0770

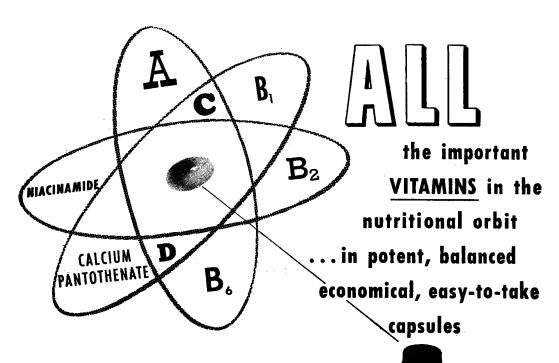




Orthopedists, physicians and institutions with whom Braverman has been closely associated, know us as veterans in our specialized field.

They have called upon us for cases—even the most difficult cases—as consultants in designing and fitting of special shoes and appliances.

Such confidence must be deserved. No—no rookies at Braverman. Just 66 years of "knowhow" and an enviable record of achievement.



Rich or poor, young or old, farmer or city dweller, people of above-average intelligence, even physicians—the diet of every strata of the U. S. population has been weighed in the nutritional balance and found wanting in health-essential vitamins.

Deficiencies are almost always multiple.

Deficiencies are almost always multiple.\(^1\)

MORE VIGOROUS HEALTH may be derived by patients with vitamin-poor menus, by fortifying their diets once daily with...



Vitamin A	5,000	U.S.P.	Units
Vitamin D	500	U.S.P.	Units
Ascorbic Acid (Vitami	in C).	5	i0 mg.
Thiamine HCI (Vitam	in B ₁)		3 mg.
Riboflavin (Vitamin B	2)		3 mg.
Pyridoxine HCI (Vita:	min Be	0.	.5 mg.
Calcium Pantothenate			5 mg.
Niacinamide		2	0 mg.



So easy to take youngsters swallow them readily—so high in potency and easy on the purse, patient appreciate their economy.

• BOTTLES OF 100 CAPSULES

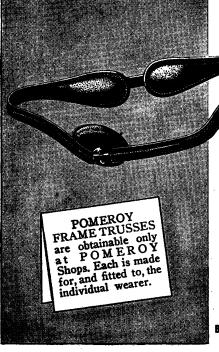
SAMPLE OF OCTAPLEX CAPSULES UPON REQUEST

AMERICAN PHARMACEUTICAL COMPANY

Bulletin National
 Research Council, Nov. 1943.

MANUFACTURING CHEMISTS

NEW YORK 18, N. Y



Pomeroy Frame truss

The superior performance of the POMEROY FRAME TRUSS in retaining the hernia, is due to gentle, passive resistance, rather than to active pressure. Close body contact is assured in all positions, regardless of body movement. Cannot slip or exert undue pressure at any point. Equipped with POMEROY oscillating water pad.

POMEROY

Established 1867

POMEROY COMPANY, Inc. 16 EAST 42nd STREET, NEW YORK

Brooklyn • Newark • Boston • Springfield • Detroit
Wilkes Barre

Prompt Estrogenic Action



Menopausal symptoms and other conditions involving an estrogenic deficiency have been found to respond rapidly and favorably to this synthetic estrogen.

Schieffelin BENZESTROL, a non-stilbene compound, is a preparation of high estrogenic activity and has proved to be desirable because of its low incidence of untoward side effects.

Schieffelin BENZESTROL is available in tablets of 0.5, 1.0, 2.0 and 5.0 mg., in solution, in 10 cc. vials, 5.0 mg. per ec., and vaginal tablets of 0.5 mg. strength.

Literature and Sample on Request

Schieffelin & Co. 20 700 PER SQUARE . NEW YORK

TERPSICHOREAN THERAPEUTICS

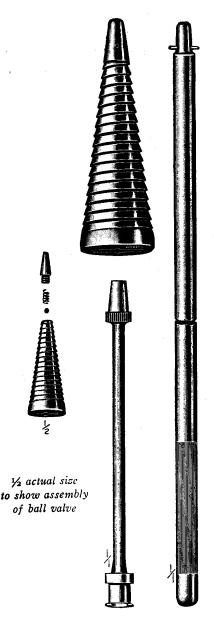
THIS devil-dancer of Kandya, in Ceylon, treats patients by dancing himself into a state of frenzy. His performance is warranted to frighten away the spirits of disease.

It is a far cry from the charlatanry of this primitive Shaman to the rational therapy of the American physician. Trained in modern concepts of pathology, he bases his treatment, not on superstition, but on trustworthy therapeutic agents born of scientific research and experimentation.

To his ceaseless struggle against pain and infection, Mallinckrodt is proud to contribute quality chemicals of unsurpassed purity and uniformity. For more than three-quarters of a century, physicians have specified Mallinckrodt Chemicals with confidence . . . secure in the knowledge that each product bearing the Mallinckrodt label is manufactured in accordance with Mallinckrodt's tradition of fine prescription chemicals.



Hysterosalpingography is now a simple office procedure with the improved



HUDGINS CANNULA

Improved Features . . .

- ★ Now made of stainless steel.
- ★ New tapered-tip for easy insertion in nulliparous cervix.
- ★ Enlarged for positive retention in multiparous cervix.

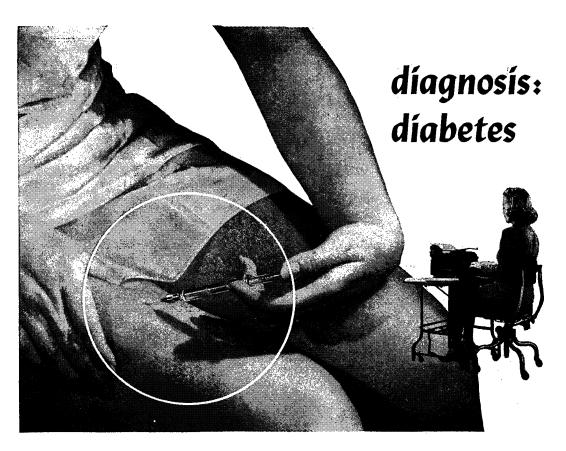
The Hudgins Cervical Cannula is screwtype, self-retaining, indwelling, with a ball valve to retain the contrast media. The head has a luer slip opening which accommodates a metal introducing stem with luer taper tip and cross bar. After introduction it is easily removed and a hollow syringe stem fits in its place. A syringe is then attached and the contrast media is introduced and the syringe stem removed.

The patient is then instructed to be up and about for about 30 minutes, after which the plate is taken. The interval allows the medium to be worked out into the tubes by the muscular contraction of the uterus.

E-940 Hudgins cannula, improved, complete as illustrated with one each extra valve ball and spring and instructions for use.

Per Set \$15.00





'oday's newly diagnosed diabetic can live a near-normal life. Most mild or moderately severe cases can be controlled with one daily injection of 'Wellcome' Globin Insulin with Zinc, which also allows a higher carbohydrate intake more nearly normal. The intermediate action of Globin Insulin closely parallels physiologic needs; maximum activity occurs when the patient is awake and eating, but wanes to minimize nocturnal hypoglycemia.

INITIAL DOSAGE AND DIET: One-half hour before breakfast administer 2/3 units of Globin Insulin for every gram of sugar spilled in a 24-hour urine specimen. Or start with 15 units of Globin Insulin and increase dosage every few days.

Divide the total carbohydrate allowance (140 to 240 gms.) as 1/5 breakfast, 2/5 lunch and 2/5 supper. (The total 4/5 lunch-supper allowance may be apportioned to fit the patient's requirements.) Midafternoon hypoglycemia may usually be offset by 10 to 20 gms. of carbohydrate between 3 and 4 p.m.

FINAL ADJUSTMENT: Both diet and dosage must be adjusted subsequently to meet the individual needs. Final carbohydrate distribution may be based on fractional urinalyses. Globin Insulin dosage is adjusted to provide 24-hour control as evidenced by a fasting blood sugar level of less than 150 mgm., or sugar-free urine in fasting sample.

'Wellcome' Globin Insulin with Zinc is a clear solution, comparable to regular insulin in its freedom from allergenic properties. Available in 40 and 80 units per cc., vials of 10 cc. Accepted by the Council on Pharmacy and Chemistry, American Medical Association. Developed in The Wellcome Research Laboratories, Tuckahoe, New York. U.S. Patent No 2,161,198. LITERATURE ON REQUEST.

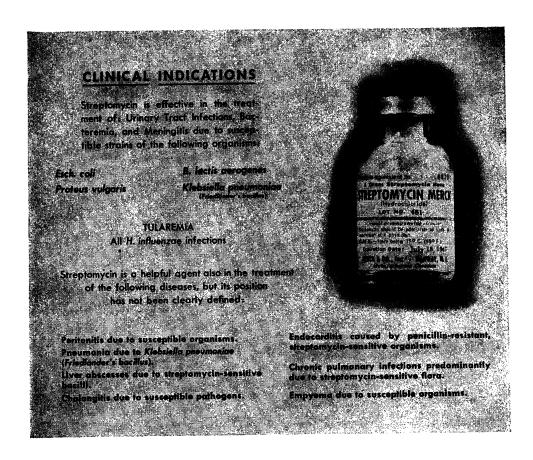
'Wellcome' Trademark Registered





STREPTOMYCIN NOW IS AVAILABLE

Physicians now may obtain adequate supplies of this remarkable new antibacterial agent, without restriction, from their local pharmacists and hospitals.



STREPTOMYCIN

Council MERCK Accepted

MERCK & CO., Inc.





BARLEY, BEER

and CONVALESCENCE



Of all the grains, barley possesses in greater measure properties which make it easy to digest.* Consequently, a beer brewed solely from Barley-Malt and no other kind of grain is indicated for convalescent patients for whom beer is part of the diet.

Trommer's White Label Premium Beer

is brewed after a special formula that calls for the use of only one kind of grain—fine Barley-Malt, and hops. The characteristic and pleasant lightness of Trommer's White Label Premium Beer can be traced to this special one-grain brewing method.

We believe you will find Trommer's White Label thoroughly satisfactory for convalescing patients. If you, yourself, enjoy beer, we suggest that you give Trommer's White Label, a true premium beer, your personal test.

TROMMER'S



*Malted barley is rich in an enzyme which digests starch in the production of maltose.

(From "Accepted Foods and Their Nutritional Significance")



You know the importance of the psychological effect of tasty food!

When the patient is recovering from an illness, what can raise the spirits or help to speed the convalescence more than foods that look and taste delicious?

That's why Knox Gelatine is such a joy. It's so easy to make tempting dishes that tempt even a flagging appetite. So many different recipes to choose from: so many of them made with real fruits or real vegetables, flavored with their good,

natural juices. Patients are able not only to enjoy the fresh flavors but to benefit by the natural vitamins.

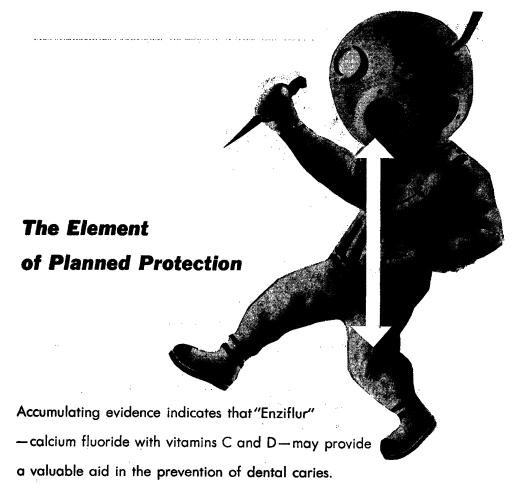
Knox Gelatine, unlike flavored gelatine powders which are % sugar, artificially flavored and acidified, is all protein, contains no sugar.

FOR FREE BOOKLET, "Feeding the Patient," write to Knox Gelatine, Dept. 495, Johnstown, N. Y.

KNOX GELATINE

ALL PROTEIN, NO SUGAR





"Enziflur" Lozenges should be allowed to dissolve slowly in the mouth, thus bringing the surfaces of the teeth in contact with the fluorine-bearing saliva. One "Enziflur" Lozenge daily supplies the optimal dosage of calcium fluoride in combination with the minimum daily requirements of vitamins C and D.

Descriptive literature providing indications, dosages and contraindications available to physicians and dentists upon request.

"Enziflur" Lozenges (No. 805) are available in bottles of 30 and 100.

"ENZIFLUR" Lozenges REG. U.S. PAT. OFF. AS AN AID IN THE PREVENTION OF DENTAL CARIES.

AYERST, McKENNA & HARRISON Limited
2 2 EAST 40TH STREET, NEW YORK 16, N.Y.





Meprane

ORALLY POTENT SYNTHETIC ESTROGEN

Economic estrogenic therapy is now available to physicians without the hazards of patient discomfort and imperfect relief of menopausal symptoms.

OUTSTANDING ADVANTAGES

- Relieves menopausal symptoms promptly.
- Restores sense of well-being.
- Unpleasant reactions virtually unknown.
- Exceptionally economical.

Comprehensive clinical studies in outstanding medical centers attest the estrogenic potency and clinical dependability of Meprane. Prompt relief of menopausal symptoms was reported in a large series of cases, patients usually experiencing partial remission of symptoms during the first days of treatment. Unpleasant reactions are virtually unknown.

Dosage: In the menopause, initial therapy—3 tablets daily; maintenance therapy—1 to 2 tablets daily.

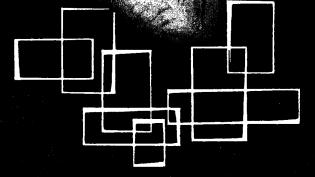
PACKAGING: Boxes of 30 and 100, 1 mg. (1-65 gr.) tablets, individually wrapped. Literature and samples on request.

Meprane • FOR MENOPAUSAL WELL-BEING

REED & CARNRICK
JERSEY CITY 6, N. J., W.S.A. - TORONTO, ONT., CAN.







Digisidin — pure crystalline digitoxin — has come to be regarded as the drug of choice for routine digitalization.

It is the main glycoside of Digitalis purpurea. It is 1000 times as potent as standard digitalis leaf. Hence such small doses are needed that it is nonirritating to the gastro-intestinal tract.

Digisidin — standardized by weight and by bio-assay — never varies in composition or potency.

It is absorbed completely when given by mouth. Digitalization may be accomplished in from 6 to 10 hours by one oral dose (usually only 1.2 mg.).

Available in tablets of 0.1 and 0.2 mg. in bottles of 50, 100 and 500.

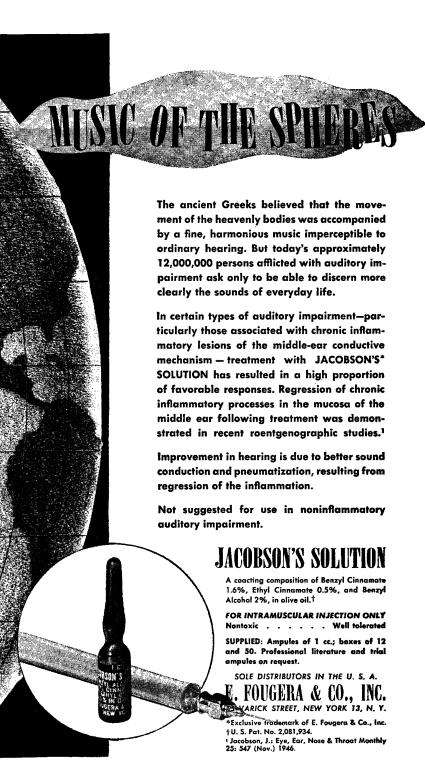
Brand of Digitoxin (crystalline)

WINTHTOP CHEMICAL COMPANY, INC.

NEW YORK 13, N. Y.

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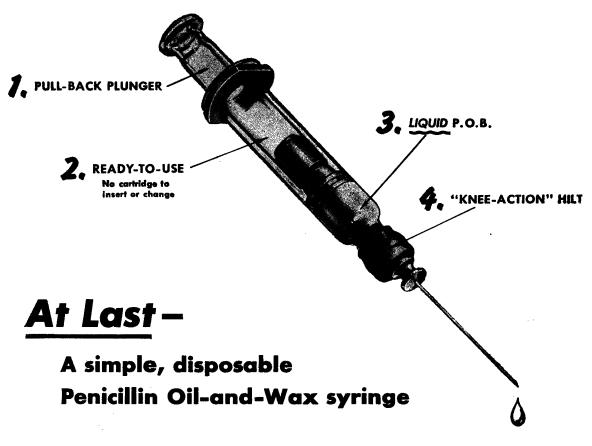
Manufacturing Chemists



Yonkers 2, New York

"Have a Coke"





PULL-BACK PLUNGER ... permits you to test for accidental puncture of a vein just as you always do. Simply pull back on the plunger. If no blood is aspirated—inject with confidence.

2. READY-TO-USE Cutter's Penicillin Oil-and-Wax syringe is ready to use "as is!"

3. NO HEATING This suspension at room temperature behaves like salad oil—rather than like butter. Easy to administer. (Cutter P.O.B. in vials also flows freely at room temperature!)

* "KNEE-ACTION" HILT . . . acts as shock absorber. Needle is mounted in rubber, allowing "play" without danger of snapping needle. After using, toss the entire syringe away.

NO NEED TO ACCEPT A SUBSTITUTE . . . If these easy, ready-to-use Cutter syringes are not in stock, your pharmacist can get them . . . if you say the word.

Cutter Laboratories
Berkeley, California



Maybe his Mother didn't listen .../

. . . when you said, last week: "Go slow as you start baby on cereal. Give him just a tiny bit on the tip of a small spoon."

How much simpler life is for you, when mothers follow your instructions. And, when your tiny patients like their new foods. Of course, thousands of infants do go for Gerber's ready-to-serve cereals. Extra-fine flavor and extra-fine texture, baby gets both when he goes on Gerber's. Plus—added iron, calcium and B-complex vitamins.

More babies prefer Gerber's Cereals,
Strained and Chopped Foods, probably because
Gerber's makes nothing but Baby Foods—
34 good-tasting kinds babies like. And mothers like
Gerber's low prices.

You're welcome to FREE SAMPLES of the 3 finely strained cereals—Gerber's Barley Cereal, Cereal Food and Oatmeal. For professional reference cards, too—write to Gerber's Dept. AM4-7, Fremont, Mich.



3 CEREALS 18 STRAINED FOODS 13 CHOPPED FOODS



... it is essential to carry on complete nutritive therapy."*

The sick patient with mixed vitamin deficiencies requires all the essential vitamins in doses of therapeutic magnitude. Any simple multiplication of maintenance dosage is impractical for therapy — because the ratio between the dose for therapy and that for maintenance varies with the individual vitamins.

SQUIBB THERAPEUTIC FORMULA provides these truly therapeutic doses.

A single capsule contains:

Vitamin A	25,000 units 5	times `	\
Vitamin D			maintenance level recommended by the Food and Nutrition Board of the National Research Council
Thiamine HCI	5 mg 2½	times	
Riboflavin	5 mg 2	times	
Niacinamide	150 mg 7½	times 2	
Ascorbic Acid	150 mg 2	times	<i>)</i>



*Kruse, H. D.: Proc. Conf. Convalescent Care, N. Y. Acad. Med. 1940, pp. 15-36.